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correlating the content or properties of the portions with the presentation rates;

and;

associating audience affinity or aptitude with the presentation rates for the correlated content or properties.

Amend Claim 3 as follows:

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3. (Amended) A method of utilizing audience affinity or aptitude

associated with content or properties to present a media work which comprises:

detecting the content or properties in a portion of the media work;

associating the audience affinity or aptitude associated with the detected content or properties with a presentation rate for the portion; and

presenting the portion at the presentation rate.

Amend Claim 5 as follows:

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5. (Amended) A method of presenting a media work which comprises:

detecting content or properties in portions of the media work;

associating a presentation order with the detected content or properties that is different from the order of detection;

reordering the portions according to the presentation order; and

presenting the media work in accordance with the presentation order.

Amend Claim 6 as follows:

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6. (Amended) A method of presenting a media work which comprises:

detecting content or properties in portions of the media work;

associating a presentation order with the detected content or properties that is different from the order of detection; and

presenting the media work in accordance with the presentation order;

wherein the step of associating further comprises associating a presentation rate of the portion with the detected content or properties; and the step of presenting comprises presenting the media work in accordance with the presentation order and the presentation rates.

Amend Claim 7 as follows:

B4
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7. (Amended) A method of testing aptitude of an audience for content or properties of portions of a media work which comprises:
presenting the media to the audience;
obtaining user input regarding presentation rates for the portions of the media work; and
correlating the presentation rates with the aptitude for the content or properties of the portions.

Amend Claim 8 as follows:

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8. (Twice Amended) A method of presenting a media work having a presentation rate which comprises:
accessing information identifying the media work and a time to retrieve the media work;
retrieving the identified media work at the time;
accessing presentation rate information to obtain a new presentation rate for use in altering the media work; and
altering the media work to create an altered work having the new presentation rate.

Amend Claim 9 as follows:

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9. (Amended) The method of claim 8 which further comprises:
concatenating at least two altered media works to form a concatenated media work; and
presenting the concatenated media work.

B4 Amend Claim 10 as follows:

10. (Amended) A method of presenting a media work which comprises:
detecting media work content properties in a portion of the media work;
associating a presentation rate of the portion with the detected media work content properties; and
presenting the portion at the presentation rate;

wherein the presentation rates provide a substantially uniform rate of content presentation.

Amend Claim 11 as follows:

by 11. (Amended) A method of presenting a media work which comprises:
detecting media work content properties in a portion of the media work;
associating a presentation rate of the portion with the detected media work content properties;
presenting the portion at the presentation rate; and
wherein the media work content properties comprise indicia of actions of objects.
